



June 7,  
2016

# Main Street Monday!

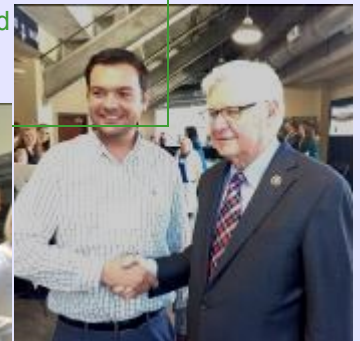
KYMS covered the state last week, literally, from Paducah to Pikeville. Lots of great stuff going on in our communities!!! We had board trainings, regional meetings, and presentations. People are taking notice of all the hard work you & your communities are doing everyday! Lots of photos this edition from across the state and additional photos from Milwaukee along with things we learned.



Lots of activity going on in Middlesboro today. A number of visitors and were mentioned in a White House press release yesterday. For the entire list of visitors check out the Discover Downtown Middlesboro's Facebook page.

[The White House](https://www.whitehouse.gov/.../obama-administration-announces...) issued a press release today that highlighted our work in Middlesboro as part of the broader Promise Zone initiative. Tomorrow afternoon leading Federal and State officials will be visiting to see the results of our effort to start a local food economy and economically diversify Appalachia.

Yesterday many of the eastern KY community directors and I were at the SOAR summit in Pikeville where Main Street presented as an innovation solution for Appalachian communities. We missed taking a photo with Minta as she was a busy lady! Congressman Hal Rogers stopped by to chat with us take a few photos, and get some great Kettle Corn courtesy of Molly Barnett and London Main Street.



The lighting wasn't great for our photo ops, but you can see a little of our day. Directors in attendance were Bonnie Porter, Bobbie Gothard, Molly Barnett, Jacob Roan, Isaac Kremer, Minta Trimble, and Mayor Jerry Fultz -Wayland our intern Holden Dillman also attended.



Last summer Paducah native Matt Johnston submitted 15 photos to Jones Soda, just for kicks. A fine-arts major at Samford University, Johnston developed a passion for photography and is constantly taking photos, especially when he's home in Paducah. Four of Johnston's photos were selected by this Canadian company. Look for his photos on bottles of Jones Soda Black Cherry, Strawberry Lime, Green Apple and Fufu Berry. His name will also be on the label.



Paducah Board training last Friday.

One part of the old Kitchen building now serves as a café where culinary Students learn their craft. The other part is now a part of the new art school. This original boiler room door is a great feature in the café.



Another neat idea from Paducah is the Adopt-A-Spot where local merchants/residents adopt one of the planting bays in the downtown.



## Rural Community Development Initiative

**Deadline:** July 22, 2016

**Funding Amounts:** \$50,000 - \$250,000

**Eligible Entities:** Public bodies, i.e. city and county governments, non-profit organizations, and federally recognized tribes

**Links:** <http://www.rd.usda.gov/programs-services/rural-community-development-initiative-grants>

**Overview:** Rural Community Development Initiative is a USDA program that provides funding to help local governments and community development organizations provide housing, community facilities, and community and economic development projects in rural areas.

*If you have questions, feel free to contact us for more information, KCARD is here to help!*

To see more funding available, and other useful resources, visit [www.growkentuckyag.com](http://www.growkentuckyag.com)!



# THE STEPHEN FOSTER FESTIVAL

**JUNE 11**

## HIGHLIGHTS

• **+ FREE EVENT**

8:00am Stephen Foster Golf Classic  
 11:30am Welcome Ceremony  
 1pm HarmonicaMania  
 2pm Old Dog Tray pet event  
 2:30pm Dancing Through Time  
 4pm Doo Dah Dance Party  
 & Sing-along  
 12-5pm Stephen Foster Documentary  
 History in Pictures  
 6:30pm Pre-Show Celebration:  
 Live Music, Cast Meet & Greet  
 Food For Purchase

BBQ sandwich, green beans, coleslaw, pasta salad \$8  
 Hot Dog & Chips \$4  
 Complimentary Beverages, cash bar

8:00pm Opening Night Performance of  
**THE STEPHEN FOSTER STORY**

See back for details and additional events!  
**-MUSIC-ART-HISTORY-**  
**FUN FOR THE WHOLE FAMILY!**  
 My Old Kentucky Home  
**BARDSTOWN, KY**



8:00AM Stephen Foster Golf Classic  
 at My Old Kentucky Home Golf Course

- 11:30am Welcome Ceremony with the cast of The Stephen Foster Story - at the Bardstown Visitor Center
- 12pm Enjoy lunch at one of Bardstown's fine Restaurants
- 1pm HarmonicaMania - Farmer's Market Pavilion-first 50 ppl receive a FREE Harmonica and learn to play "Oh, Susanna"
- 2pm "Old Dog Tray" pet pupcakes and meet & greet presented by Bourbon City Park at the Farmer's Market
- 2-3:30pm Dancing Through Time - Wickland  
 Learn to dance the waltz and polka (refreshments provided)
- 4pm Doo Dah Dance Party & Sing-Along  
 Join the Stephen Foster cast for tunes and moves at the Old Bardstown Village
- 12pm - 5pm The American Experience: Stephen Foster  
 view the stunning PBS documentary, showing on the hour at The Gallery on the Square
- 12pm - 5pm History in Programs & Pictures  
 View a display of souvenir programs and photos from The Stephen Foster Story and have your picture made in period Antebellum costume\* - at Wickland

**Also Throughout the Day:**  
 Tour My Old Kentucky Home\* discount available  
 Visit The Civil War Museum Complex\* discount available

- Bardstown Art Gallery - Jim Cantrell's Foster Collection
- Farmer's Market 7:30am-12:30pm
- Visit The Gallery on the Square - local artists display
- Shop Mainstreet Bardstown
- Visit Bourbon Distilleries, Wineries &
- The Oscar Getz Whiskey Museum
- Blooming Bardstown Garden Tour, Auction & Marketplace\*

\*Tickets available for purchase at individual sites

**AT THE AMPHITHEATER**  
 6:30pm A Pre-Show celebration featuring bluegrass music, performances by the Stephen Foster Cast, a free harmonica for the first 75 people, and food for purchase.

8pm **SHOWTIME!**  
 Show Tickets: Adults - \$20-\$25, Child \$11 - \$13  
 800.626.1563 [stephenfoster.com](http://stephenfoster.com)




Mark your calendar....This Saturday, June 11th is our next Community Clean-up day. Please join us in front of the Court House from 10-12 and help clean up your downtown!



New Wayfinding signage is up in Henderson!



## "Old Fashion Block Party"

June 10, 2016  
 8:00 pm - 11:00 pm  
 Bill Woods Park



**The Sensations**

Sponsored by: City of Williamsburg, and the Williamsburg Main Street Program

# BEER CHEESE FESTIVAL

## 2016

### WINCHESTER, KY

June 11





## CONGRATULATIONS MOREHEAD!!

On behalf of the Morehead and Rowan County Chamber of Commerce we would like to take this opportunity to congratulate **Downtown Morehead, Inc.** for receiving the **2015-2016 Horizon Award**. The definition of this award is; Individual, group or business who promotes entrepreneurship. A true visionary of progress and committed to the growth and prosperity of Morehead and Rowan County. We feel that this embodies the work that you are doing in downtown Morehead.

It is with great honor that we recognize the investment and effort your organization has exhibited to make Morehead and Rowan County an even better place to live, work and visit.



A great business plan that was shared at SOAR. The local herb grower works with the local baker sharing ingredients for each others products. The local photographer takes photos and helps market the products and a horse trail ride business can pass through the herb farm and photos can also be taken of their adventure. Small businesses working together to make a big impact. You can check out Purple Lady bakery for more information.

**A few director take aways from the National Conference. More next week!**

1. Share Social Media- Allow volunteers to rotate each week your Instagram account
2. Celebrate what is unique to just your community, even if it is weird, embrace it
3. Involve youth, consider having a youth chair position on your board
4. Downtown Manual for New Business: Contact info for utilities, internet, etc., schedule of events, permit process and fees
5. "CAVE" People: Citizens Against Virtually Everything!

- 1) establish a mentor system to support new entrepreneurs. Also consider this for struggling businesses
- 2) new Main Street criteria focuses more on outcomes
- 3) growing the district should start with
  - A) market analysis
  - B) commercial assessment
  - C) strategic plan
- 4) downtown graphic network does vinyl inserts for vacant store windows. One idea: I wish I was a ..... Store
- 5) recruitment cannot be successful unless you have the groundwork (market analysis, lifestyle reports, demographics etc.)



Our partners at the Department for Public Health have a campaign that we are participating in so join FitKY and step it UP!

## Step It Up, Kentucky!

We move more when we have inviting places to be active. But there are still neighborhoods where personal safety is an issue, communities without adequate sidewalks, and business districts that don't connect with one another or residential areas.

That's why we're committed to *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities*, a pledge to increase walking by building places where being physically active is not only easier but also more engaging and fun!

### Why walking?

#### CONNECTIONS



There never seems to be enough time to enjoy family and friends, but walking allows for catching up, building relationships, meeting neighbors, and connecting to our surroundings.

#### HEALTH



Walking is a great way to get the recommended 150 minutes of weekly physical activity because it doesn't require special skills or expensive equipment and can be incorporated into any busy lifestyle by performing daily routines, such as commuting to work or school.

#### SAFETY



Walkable communities protect pedestrians by redesigning traffic patterns, repairing sidewalks, and including crosswalks, medians, or other cautionary signage. When people feel safer, they walk more and with fewer cars on the streets, injuries and crashes are less likely.

#### ECONOMICS



Active transportation infrastructure creates more jobs per dollar than highway projects, attracts business investments, and increases revenue for small businesses as local residents and tourists explore their community on foot.

Detailed references can be found in *Kentucky's Vision for Physical Activity* available on [www.fitky.org](http://www.fitky.org)

## Join us!

### We can do this together.

Our vision is for all Kentucky communities to provide access to safe, attractive, and convenient opportunities for physical activity, whenever and wherever possible. Through community engagement, easy-to-use resources, training, technical assistance and networking opportunities, together we can promote walking and walkable communities.



### What can I do?



#### Notice what needs to change.

Don't assume things have to stay the way they are! Do a walkability audit and consider all users with diverse needs and abilities.



#### Talk about it.

Tell parents, neighbors, and friends why you are concerned. Use social media to spark a conversation or share a photo of a place you want to walk to, but can't.



#### Find organizations and join in.

Attend a meeting, participate in a training, or promote a community event. These groups rely on new supporters and free promotion to advance their cause.



#### Ask for the changes you want.

Check with your local government to see what changes are proposed in their pedestrian plan. Can't find a plan? Ask that they adopt one and include your concerns.



#### Thank supporters.

Recognize businesses, organizations, and individuals that champion active transportation and take the time to acknowledge their hard work. Appreciation is motivating!



#### Connect with the Partnership for a Fit Kentucky.

Discover what is working well for other local communities across the state. Find resources, learn about opportunities, share stories, and join the conversation.

[www.fitky.org](http://www.fitky.org)  [facebook.com/pfitky](https://facebook.com/pfitky)  [@pfitky](https://twitter.com/pfitky)



## **For many, nostalgia is drawing people downtown**

MARLA TONCRAY /Ledger Independent

It's been several years since the former G.C. Murphy Department Store building in downtown Maysville has been occupied, however that is changing as of Monday.

Darrell Fields, owner of Darrell's Downtown Florist, is moving his business to the former department store location, that was most recently occupied by Trapp and Wilson Furniture.

What started with a \$500 investment in his floral business four years ago, is now turning the corner to include fabrics and craft merchandise.

Darrell said the nostalgia associated with the building is one reason he is excited to be relocating to the building, which is at the corner of Market and Second streets.

He said when he posted a photo of the G.C. Murphy tiled entrance on his Facebook page, he immediately had 700 "likes" to the post.

"Just the nostalgia of getting back into the building is big for folks," Darrell said Friday, as he made plans for his move on Monday.

"People remember the 10 cent bathrooms," he said, referring to the pay to use public restrooms.

The business was a staple in downtown, as it was across the country. For some, working at G.C. Murphy was their first job in high school or after graduation.

Residents old enough to remember the store recall the candy counters, the smell of roasted nuts, baby chickens at Easter and the variety of items found throughout the store.

"I think this will be the biggest thing for downtown in a long time," Darrell said. "Downtown has picked up in traffic over four years and this corner is an anchor location for downtown."

Darrell worked for JoAnn Fabrics for 30 years before coming back to Maysville four years ago. He said with the closing of Hancock Fabrics across the country and the reduction of store locations for JoAnn Fabrics, including the Lexington store, he feels the time is right to expand his business by bringing in crafts and fabrics, in an effort to make Maysville the center for that business.

"My idea has been to get my flower business to a certain level to get there (with the fabrics and crafts)," he said.

He will not expand into framing, quilting or party supplies, because there are already retailers in downtown providing those services.

"People want to come back downtown, nostalgia is kicking in for people. I want to bring the candy counter back into the building," he said. "I never believed downtown was dead...you have to have a love for downtown (to be here)."

Darrell isn't the only one investing in downtown properties. On Market Street alone there has been a lot of activity over the last few years, joining a host of long-time retailers along Second Street.

The White Gallery Building, also known as the O'Keefe Building on Market Street sold last month; the Ringgold Lodge Building is being cleaned out by new owner Robert Klee; and a new pet grooming business and fitness center have also opened in recent months.

Further down on Market Street, Mike and Marla Jackson are renovating their building next to McKay's Studio, where the former H&R Block business was located.

They too have a strong belief that downtown business districts are making a comeback and they intend to open a retail store on the first floor, with a studio apartment on the second floor.

Having owned their building for one year, they have gutted and renovated the upstairs apartment, adding a custom built wrought iron spiral staircase for access from the ground floor.

They plan to restore the facade as close to the original as possible and their plans for their retail business are eclectic and changing, just like the business's name, The Chameleon.

"Our slogan is "For the love of Maysville," Mike said. "We were born and raised here, we feel we have an excellent spot and we want to create something for people to enjoy."

Their love of Maysville will be reflected in the items they will carry in the store. They intend to have Kentucky Proud products, local produce, art and juried consignment items, such as high end pottery and ironwork.

In addition, they plan to have a cigar shop, with gourmet and classic cigars. There are also plans to use the courtyard at the rear of the building as a space for luncheons or card games.

They have formed many of their ideas from the towns they have visited over the years that have revitalized their own downtown business districts.

One aspect of their business plan is to stay open beyond the normal 5 p.m., closing time on weekdays. To accommodate that schedule, they will open later in the morning. They also plan to have regular weekend hours, to capture business from out-of-town visitors, who will be able to stop in and buy local souvenirs.

"We think it's something downtown Maysville is ready for. It's about creating a culture and uniqueness for downtown," they said. "A lot of it is already here...the millennials want different stuff."

As the director of the Maysville Entrepreneurial Center, Mike said he is seeing more young people, ages 35 and younger, as well as retirees, interested in opening a business in downtown. He said the trick is in developing and working the business plan.

"There's a lot of interest now in coming back downtown," he said. "People are nostalgic, they're not looking for the mall experience now. We want to give our customers that personal touch. They might not buy something that day, but they may come back or tell someone about our shop. The trick is to keep people coming back."



I don't recall where I found this, but I like it.

### USDA Announces Strategic Economic and Community Development Program

The purpose of the program is to advance projects which support long-term community and economic growth strategies that reflect both multi-jurisdictional stakeholder collaboration and capitalize upon the unique strengths of the rural area. Through this provision, USDA Rural Development is empowered to work further with rural communities to align resources with long-range and multi-jurisdictional challenges and needs by leveraging federal, state, local, or private funding. Read more <http://www.rd.usda.gov/programs-services/strategic-economic-and-community-development>

### Building and Maintaining Great Relationships with Funders Webinar

As a nonprofit professional, you are no stranger to the key role relationships play in the funding process. Once funders are identified, the challenge of developing, maintaining and, sometimes, energizing those relationships is no easy task. During this Spark Talk, the speakers will explore looking beyond basic donor research to identifying "best fit" funding opportunities; utilizing communication tools that best tell your story; and mastering meaningful and effective meetings once you've landed that ever-important audience with a funder. Through presentation and interactive discussion, you'll be equipped to cultivate connections that are not just average, but exceptional! <https://www.rjweanfdn.org/>



A few signage examples. This open sign is from Danville. It is very similar to the ones in Bardstown. KYMS loves this type of open signs for businesses.



Also from Danville, hitching posts that let you know parking hours and are also bike racks.

Danville Board president, Tom Poland, and Nick Wade from the Heart of Danville were all smiles at the Big Brass Band Festival. A little rain couldn't dampen their spirits. If you never attended, put it on your to do list. Notice Tom's great shirt!



Check out Deana's Farmer's Market materials! We had a great board training and regional meeting in Murray last Thursday! We were so busy we forgot to take photos of those events, but great things are happening in downtown! The Phoenix does rise from the ashes!



Governor, Matt Bevin, attended the Brass Band Festival with his children.



Murray's Wayfinding signage also holds brochures which is great!



What to do with the basement? In downtown Murray you can have coffee and buy gifts!





The Milwaukee Market



Note the buttons, banners made things easy to find.



City Hall  
Clock Tower

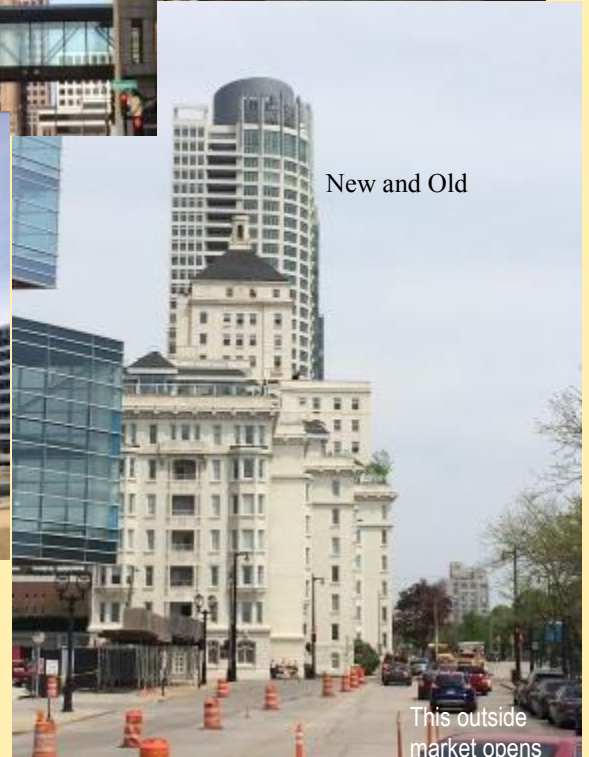


Old architecture,  
new food  
trucks.

Scale?



New and Old



This outside  
market opens  
everyday. It is  
in the ware-  
house district.

He is a pro-  
duce distribu-  
tor, but has  
his market  
open from 11-  
6 daily so  
workers can  
come at lunch  
or after work  
everyday for  
fresh produce.



The amazing Milwaukee Art Museum!  
The wings open and close!







Doors inside the public library.



We had a rainbow for our KY dinner!



Multi use parking lot, soon to be developed .



Just a random sampling of some of the sites that we saw during our visit to Milwaukee.





This was so cool it had to have it's own page! Vagabond has repurposed lots of things to be a one of a kind, cool, space. Housed in a former theatre, two air stream trailers sit inside and serve as bars. While the outside trailer seemed more for marketing. Chairs are made from old bowling alley lanes and other items are repurposed throughout the building including a wall made from old stereo speakers. Not only was it cool, but the food was very good and very inexpensive. Stop in if you visit the area. 1122 North Edison St Milwaukee, Wisconsin







Ceiling inside the \_\_\_\_\_, a national landmark hotel.



I do not know why there are ladybugs on this building, but they certainly get your attention.



There were several of these art animation installations on poles near the museum. The showed ships leaving the port, the city changing from day to night and other cool things.

We'll end this week's edition with a mural from Milwaukee.

